

Geographic Review Panel 4 – San Joaquin River

Proposal number: 2001-I207 **Short Proposal Title:** Environmental Stewardship
Educational Conferences And Tours

1. Applicability to CALFED ERP Goals and Implementation Plan and CVPIA priorities, and relevance to ERP and CVPIA priorities for your region. The Panel agrees that the proposal could generate some limited water quality benefits over time. This program will meet the CALFED education goal as described in the PSP. The educational conferences and tours are proposed for four different areas and audiences (Napa winegrape growers, Madera & Fresno winegrape growers, Stanislaus landscape professionals, and Santa Clara & Alameda landscape professionals). The applicant has joined other emerging groups in the San Joaquin Valley to assert sustainable approaches to agriculture and backyard conservation which raises the awareness of both the manufacturers and the users to acknowledge their responsibility which is consistent with the CALFED ERP goals and CVPIA priorities.

2. Linkages/coordination with previously funded projects or other restoration activities in your region. Yes, applicant successfully completed a previous CALFED grant expanding the dialogue in reducing pesticides, improving soil fertility and addressing dairy and livestock waste issues in the San Joaquin Valley. Applicant has attracted more diversity and community stakeholders to better understand resource concerns leading to change. Previous conferences conducted by the applicant in Stanislaus County have attracted participants from nearby counties in the San Joaquin Valley.

3. Feasibility, especially the project's ability to move forward in a timely and successful manner. The panel agrees that the applicant has many years of experience in providing these types of educational experiences. They have conducted very successful meetings in the northern San Joaquin Valley on diverse topics related to sustainable agriculture. Expanding outreach in the San Joaquin Valley and including urban topics such as landscaping is needed and feasible.

4. Qualifications of the applicants and others involved in implementing the proposed project. Very qualified and capable with a successful track record.

5. Local involvement (including environmental compliance). The panel agrees with the TARP conclusions. Applicant continues to develop new partnerships including University and Community College faculty. We agree that the winegrape industry (and the pesticide industry) should be more involved with the implementation of an educational program, such as the one proposed. Also, stakeholders from urban units of government need to be involved as landscaping is in everyone's backyard (including parks and golf courses) and all live in a watershed.

6. Cost. The Panel agrees with the TARP: costs seem modest for the number of activities proposed.

7. Cost sharing. \$15,000 from proceeds of events proposed and in-kind services from several sources (no value assigned). Applicant should seek additional cost share partners given the industry and local community benefits from this project.

8. Additional comments. Applicant has provided options for different geographic components proposed. The San Joaquin Valley is in continuing need of attracting diverse audiences and promoting progressive dialogue leading to change. The impacts are not limited to the San Joaquin and Chowchilla rivers, therefore the applicants should expand the geographic scope to address the entire impacted area. This is a regional problem and it should be addressed regionally.

Regional Ranking

Panel Ranking: Medium high

Provide a brief explanation of your ranking: The San Joaquin Valley is in continuing need of attracting diverse audiences and promoting progressive dialogue leading to change. The applicants have the demonstrated ability to accomplish this important goal.